



## ADVERTISING RATES, SPECS AND DEADLINES #2012-A

### OFFICIAL PUBLICATIONS

**Demographics:** CAEYC serves and represents more than 7,000 early care and education professionals; this includes, administrators, teachers and the purchasers of the products and services for facilities and families. Early childhood programs in California is a multi- BILLION dollar industry.

- **CONNECTIONS Journal:** Full color journal; Bi-annual publication; 8,000+ circulation
- **CAEYC 2012 CONFERENCE & EXPO Program:** Full color comprehensive guide for CAEYC *Leadership Day and Annual Conference & Expo*; 5,200+ circulation (30% nonmembers)
- **eCONNECTIONS Newsletter:** Bimonthly electronic newsletter, latest news; 7,000+ readers

### OFFICIAL PUBLICATIONS

Connections Journal	1x	2x
Cover(s); 4-color	\$2,000	\$1,700
Full page, BW	1,200	960
1/2 page, BW	800	640
1/4 page, BW	400	320

4-color: \$400 per insertion

Conference Program	Exhibitor or 2x Advertiser**
Cover(s); 4-color	\$1,300
Full page, BW	670
1/2 page, BW	450
1/4 page, BW	220

4-color: \$400 per insertion

\*\*Conference program advertisers *not* meeting this criteria will be charged an additional 25%.

eConnections Newsletter	1x	6x
Banner (color ad and live link)	\$530	\$480
Square (color ad and live link)	\$320	\$280

#### Ad Options

- **Special position:** 15% surcharge per insertion

### ISSUANCE & SPACE RESERVATION

	PUBLISHED
<b>Connections Journal</b> —Winter 2012 (space: 12/2/11; art: 12/16/11)	1/27/12
<b>Conference Program 2012</b> (space: 1/6/12; art: 1/20/12)	2/17/12
<b>Connections Journal</b> —Summer 2012 (space: 5/11/12; art: 5/25/12)	7/6/12
<b>Connections Journal</b> —Winter 2013 (space: 11/30/12; art: 12/14/12)	1/25/13

**eConnections** Space must be reserved no later than the first business day of the month of publication. Published bimonthly on the 15th of each month.

### COST SAVING ADVERTISING PROMOTION

Contract for two print ads in **Connections Journal** and 6 electronic issues of **eConnections**. Receive 2x rate for **Connections** and pay only \$100 for each ad in **eConnections**\*. (That's a savings of \$2,280!) Plus, you'll have more than 56,700 prospect "hits" after one year!

### MECHANICAL REQUIREMENTS

#### PRINT ADS

Dimensions	Size (W x L)
Back Cover (no bleed)	8" x 8.25"
Back Cover (with bleed)-print size	8.5" x 8.75"
(artwork with 0.25" bleed)	9" x 9.25"
Inside Cover (no bleed)	8" x 10.5"
Inside Cover (with bleed)-print size	8.5" x 11"
(artwork with 0.25" bleed)	9" x 11.5"
Full page (no bleed)	8" x 10.5"
Full page (with bleed)-print size	8.5" x 11"
(artwork with 0.25" bleed)	9" x 11.5"
1/2 page (horizontal)	8" x 5.125"
1/2 page (vertical)	3.875" x 10.5"
1/4 page (vertical only)	3.875" x 5.125"

#### SCREEN ADS

Banner	580px x 100px
Square	230px x 230px

### REPRODUCTION REQUIREMENTS

- Artwork must match the dimensions shown.
- Print ads should be sent as a JPG or PDF file at 300dpi.
- Screen ads should be submitted as JPG files at 72dpi.

### AD PAYMENT

Ads can be paid by credit card or check made **payable to CAEYC**. All payments via check must be in United States dollars and drawn on a United States bank. Multiple insertions can be paid individually. Payments must be received no later than one week after artwork deadline.

All payments should be submitted to:  
1347 Martin Lane, Placerville, CA 95667

**Approval:** Acceptance of advertising is subject to approval by publisher.

### CONTRACT & ARTWORK SUBMISSION

Please submit contracts, insertion orders, confirmations and artwork to:

**Diana Granger**  
**Publisher's Advertising Representative**  
 granger@cwo.com  
 (530) 642-0111 • (530) 622-6033 fax  
 1347 Martin Lane, Placerville, CA 95667



Date: \_\_\_\_\_

## ADVERTISING CONTRACT INSERTION ORDER

THE CALIFORNIA ASSOCIATION for the EDUCATION OF YOUNG CHILDREN is authorized to insert advertising for:

as specified below and in accordance with the rates and terms of the 2011-2012 RATE CARD. For a frequency discount, specify the number of insertions to be contracted for and placed within one year of the starting issue.

**SPECIFICATIONS:** Number of PRINT AD Insertions: \_\_\_\_\_ Starting Issue: \_\_\_\_\_  
 Number of SCREEN Ad Insertions: \_\_\_\_\_ Starting Issue: \_\_\_\_\_

Comments: \_\_\_\_\_

PUBLICATIONS PRINT ADS					
Check the ad size for each	Cover(s)	Full	1/2*	1/4	Ad Cost
Connections Journal–Winter 2012	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Conference Program–2012	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Connections Journal–Summer 2012	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Connections Journal–Winter 2013	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
<b>Print Ad Total \$</b>					_____

AD DETAILS
<b>Color or B/W:</b> <input type="checkbox"/> 4-Color <input type="checkbox"/> Black & White
<b>*1/2 page ad shape:</b> <input type="checkbox"/> Vertical <input type="checkbox"/> Horizontal
<b>Please Specify:</b> <input type="checkbox"/> Electronic artwork will be supplied as specified <input type="checkbox"/> Pick up previous artwork

SCREEN ADS	
Screen ad size: <input type="checkbox"/> Banner <input type="checkbox"/> Square	
Screen ad issues: <input type="checkbox"/> Feb <input type="checkbox"/> Apr <input type="checkbox"/> Jun <input type="checkbox"/> Aug <input type="checkbox"/> Oct <input type="checkbox"/> Dec	
_____ x _____	= <b>Screen Ad Total \$</b> _____
Screen ad quantity	Cost per insertion

<b>Print and Screen Ad Total \$</b> _____
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Agreed to by: Advertiser \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Signature \_\_\_\_\_  
 Billing Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone (    ) \_\_\_\_\_  
 E-Mail \_\_\_\_\_  
 Website \_\_\_\_\_  
 Accepted by \_\_\_\_\_ (for CAEYC)

CONTRACT & ARTWORK SUBMISSION
Please submit contracts, insertion orders, confirmations and artwork to: <b>Diana Granger</b> <b>Publisher's Advertising Representative</b> <b>granger@cwo.com</b> <b>(530) 642-0111 • (530) 622-6033 fax</b> <b>1347 Martin Lane, Placerville, CA 95667</b>

This is a legally binding contract. In signing, the advertiser agrees to abide by the contract and fulfill their obligation to pay CAEYC for all insertions on this contract. Payment must be received no later than one week after artwork deadline; payable to CAEYC, and sent to 1347 Martin Lane, Placerville, CA 95667. Multiple insertions can be paid individually with each issue. No agency commissions. Proof of insertion will be provided to the advertiser. Publisher reserves the right to hold advertisers and their advertising agencies responsible for all charges and costs. The advertiser and advertising agency agree to indemnify and hold the publisher and their representatives harmless from any liability by reason of the content of the advertising herein contracted for, including both text and illustration in addition to delays in delivery and/or nondelivery. Artwork changes will be accepted until the closing date; thereafter, previous artwork will be inserted—if not available a 75% fee will be charged. All advertising is subject to the publisher's approval. If more or fewer ads are used than specified in this order, adjustments will be made based on the current rates. No cash refunds will be made. Forwarding of an order is acceptance of all rates and conditions in effect at the time of receipt of the order.